

How to Guide:

Social Media & Internet Presence

“84% of organizations are using social media to recruit candidates for open positions”

-Society for Human Resource Management (SHRM)

Here are a few steps you can take to make your profile career ready:

Step 1: Clean Up Your Accounts



- ✓ Update your profile with a professional photo.
- ✓ Revise your bio or 'about' section to highlight your best qualities.
- ✓ Remove old posts or photos you would not want an employer to see.
- ✓ Remove any items that do not represent you well.
- ✓ Check your privacy settings.
- ✓ 'Unlike' any pages that are no longer relevant to you.
- ✓ Examine your groups. If they are no longer relevant, leave.
- ✓ Revoke permissions for various games and apps you no longer use.
- ✓ Google search yourself to check all online footprints referencing you.

Step 2: Perform Regular Maintenance



- ✓ Consider removing language that may be considered offensive.
- ✓ Guard your reputation, be aware of the photos and posts you are tagged in.
- ✓ On Facebook, change your settings so that you have to approve any photos/posts you are tagged in.

Remember:

- Your digital footprint lasts forever.
- Social media moves fast, and you don't want to become the next internet sensation.
- Be prepared to stand behind anything and everything you publish online.

“Over one-third (36%) of organizations have disqualified a job candidates in the past year because of concerning information found on a public social media profile or through an online search”

-Society for Human Resource Management (SHRM)